Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method ~~for utilizing a title signal contained in digital data through a comparison of the title signal to a player signal stored in a player device, the method~~ comprising:

~~downloading the~~ <u>receiving</u> digital data<u>, at a player device,</u> ~~having the title signal~~ via ~~an Internet~~ <u>a communications</u> connection, wherein the ~~title signal is carried with~~ <u>digital data includes a</u> digital watermark[[ing]] ~~encoded in the digital data in which the digital watermarking is carried in the digital data through alterations to data representing the digital data~~ <u>comprising a first indicator, and wherein the player device includes a second indicator</u>;

~~transferring the downloaded digital data to the player device;~~

detecting, <u>at the player device,</u> the <u>first indicator</u> ~~title signal in the digital data, wherein the player device comprises a multi-purpose electronic processor configured as a detector, and wherein the act of detecting utilizes the detector~~;

comparing the <u>first indicator</u> ~~title signal~~ to the <u>second indicator</u> ~~player signal~~; and

performing an action based [[upon]] <u>on</u> the comparison.

2. (Currently Amended) The method of claim 1, wherein the digital data comprises ~~streaming~~ audio or video data.

3. (Currently Amended) The method of claim 1, wherein the <u>second indicator</u> ~~player signal~~ is ~~indicative of~~ <u>associated with</u> an attribute of the device, device user, data, or data owner.

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4. (Currently Amended) The method of claim 1, ~~further comprising:~~ wherein detecting the first indicator comprises decoding ~~the digital watermarking to obtain~~ the first indicator ~~title signal~~.

5. (Currently Amended) The method of claim [[4]] 1, wherein the digital watermark[[ing]] comprises a copy protection subsignal of a predetermined number of bits, and wherein the first indicator is ~~title signal being~~ a portion of the predetermined number of bits unused by the copy protection subsignal.

6. (Currently Amended) The method of claim 1, wherein the action is performed if the first indicator ~~title signal~~ matches the second indicator ~~player signal~~.

7. (Currently Amended) The method of claim 6, wherein the action comprises ~~informing the device user of~~ displaying an indication of the match and at least one consequence thereof.

8. (Currently Amended) The method of claim 7, wherein the indication ~~consequence~~ comprises ~~informing the user of the~~ a notification of winning of a prize.

9.-11. (Canceled)

12. (Currently Amended) The method of claim 3, wherein the second indicator ~~player signal~~ is ~~indicative of~~ associated with a device number.

13. (Currently Amended) The method of claim 1, wherein the first indicator ~~title signal~~ is encoded with the digital watermark[[ing]] in a time varying manner.

14. (Currently Amended) The method of claim [[3]] 1, further comprising inputting the second indicator ~~player signal~~ to the player device prior to the act of comparing.

15. (Currently Amended) The method of claim 6, wherein perfect matching between the <u>first indicator</u> ~~title signal~~ and <u>second indicator</u> ~~player signal~~ is necessary in order to perform the action.

16. (Currently Amended) The method of claim 6, wherein imperfect or approximate matching between the <u>first indicator</u> ~~title signal~~ and <u>second indicator</u> ~~player signal~~ is permitted in order to perform the action.

17. (Currently Amended) The method of claim 6, wherein the <u>first indicator</u> ~~title signal~~ and <u>second indicator</u> ~~player signal~~ contain at least two fields, each field comprising a group of bits, wherein matching of fields between the <u>first indicator</u> ~~title signal~~ and <u>second indicator</u> ~~player signal~~ is permitted in order to perform the action.

18. (Currently Amended) The method of claim 1, wherein at least one <u>first indicator</u> ~~title signal~~ evokes the performance of the action.

19. (Currently Amended) The method of claim 1, wherein at least one <u>first indicator</u> ~~title signal~~ is chosen to match at least one targeted demographic group.

20. (Currently Amended) The method of claim 1, wherein the action is performed if the <u>first indicator</u> ~~title signal~~ matches the <u>second indicator</u> ~~player signal~~ and the action comprises informing the device user of the match.

21. (Currently Amended) The method of claim 1, wherein the player device comprises a personal computer and the ~~act of transferring comprises storing the downloaded data to~~ <u>method further comprises storing the digital data on</u> a recordable medium readable [[by]] <u>on</u> the player device.

22. (Canceled)

23. (Currently Amended) The method of claim 21, wherein the ~~acts of detecting, comparing and performing are~~ <u>comparing is</u> performed after the ~~downloaded~~ digital data is

partially stored such that the <u>first indicator</u> ~~title signal~~ is available for use in the method before the ~~act of~~ storing is completed.

24. (Currently Amended) The method of claim 1, wherein the player device comprises a personal computer and at least the ~~act of~~ detecting is performed in real time as the digital data is <u>received</u> ~~downloaded~~.

25. (Currently Amended) A method ~~for utilizing a title signal contained in digital data through a comparison of the title signal to a player signal stored in, or available from, a personal computing device, the method~~ comprising:

providing<u>, at a personal computing device,</u> ~~the~~ digital data ~~having the title signal~~, wherein <u>the digital data includes</u> a digital watermark[[ing]] ~~is carried in the digital data through alterations to data representing the digital data~~ <u>comprising a first indicator, and wherein the personal computing device includes a second indicator</u>;

detecting, at the personal computing device, the <u>first indicator</u> ~~title signal in the data, wherein the personal computing device comprises a configured multi-purpose electronic processor, and wherein the act of detecting utilizes the configured multi-purpose electronic processor~~;

comparing the <u>first indicator</u> ~~title signal~~ to the <u>second indicator</u> ~~player signal~~; and

performing an action based upon the comparison, wherein the <u>second indicator</u> ~~player signal~~ expires after a predetermined time such that it is no longer useful for comparison to the <u>first indicator</u> ~~title signal~~.

26. (Currently Amended) The method of claim 25, wherein the action is performed if the <u>first indicator</u> ~~title signal~~ matches the <u>second indicator</u> ~~player signal~~.

27. (Currently Amended) The method of claim 26, wherein the action comprises ~~informing a personal computing device user~~ <u>displaying an indication</u> of the match and at least one consequence thereof.

28. (Currently Amended) The method of claim 27, wherein the <u>indication</u> ~~consequence~~ comprises ~~informing the user of the~~ <u>a notification of</u> the winning of a prize.

29.-36. (Canceled)

37. (Currently Amended) The method of claim 25, ~~wherein the act of detecting the comprises~~ <u>further comprising</u> computing the <u>second indicator</u> ~~player signal~~ from ~~the~~ information available from the personal computing device.

38. (Canceled)

39. (Currently Amended) A method ~~for utilizing a title signal contained in a computer readable set of instructions through a comparison of the title signal to a player signal stored in, or available from, a personal computing device, the method~~ comprising:

providing [[the]] <u>a</u> computer readable set of instructions ~~having the title signal~~, wherein the computer readable set of instructions represents an application program executable by ~~the personal computing device~~<u>a digital player</u>, [[and]] wherein <u>the computer readable set of instructions includes</u> a digital watermark[[ing]] <u>comprising a first indicator,</u> ~~is carried in the computer readable set of instructions through alterations to data representing the computer readable set of instructions~~ <u>and wherein the digital player includes a second indicator;</u>

detecting the <u>first indicator</u> ~~title signal in the computer readable set of instructions, wherein the personal computing device comprises a software operating system for launching the application program, and wherein the act of detecting is performed by the software operating system operating on a multi-purpose electronic processor~~;

comparing the <u>first indicator</u> ~~title signal~~ to the <u>second indicator</u> ~~player signal~~; and

performing an action based upon the comparison.

40. (Currently Amended) The method of claim 39, <u>wherein the personal</u> <u>computing device comprises a software operating system for launching the</u> <u>application program, and wherein the detecting,</u> ~~wherein the operating system also~~ ~~performs the acts of~~ comparing and performing <u>are performed by the software</u> <u>operating system</u>.

41.-52. (Canceled)

53. (Currently Amended) A tangible computer readable medium having instructions stored thereon, the instructions comprising:

instructions to ~~download~~ <u>receive</u> digital data <u>at a digital player</u> ~~having a title signal~~ via ~~an Internet~~ <u>a communications</u> connection, wherein the ~~title signal is carried with~~ <u>digital</u> <u>data includes a</u> digital watermark[[ing]] ~~encoded in the digital data, wherein the digital~~ ~~watermarking is carried in the digital data through alterations to data representing the~~ ~~digital data~~ <u>comprising a first indicator, and wherein the digital player includes a second</u> <u>indicator</u>;

~~instructions to transfer the downloaded digital data to a player device;~~

instructions to detect the <u>first indicator</u> ~~title signal in the digital data, wherein the~~ ~~player device comprises a multi-purpose electronic processor configured as a detector~~;

instructions to compare the <u>first indicator</u> ~~title signal~~ to the <u>second indicator</u> ~~player~~ ~~signal~~; and

instructions to perform an action based [[upon]] <u>on</u> the comparison.

54.-55. (Canceled)

56. (Currently Amended) An apparatus comprising a processor configured to:

provide a computer readable set of instructions ~~having a title signal~~, wherein the computer readable set of instructions includes a digital watermark[[ing]] ~~is carried in the computer readable set of instructions through alterations to data representing the computer readable set of instructions~~ comprising a first indicator, and wherein a digital player associated with the processor includes a second indicator;

detect the first indicator ~~title signal in the computer readable set of instructions~~;

compare the first indicator ~~title signal~~ to a second indicator ~~player signal stored in, or available from, a personal computing device~~; and

perform an action based upon the comparison~~, wherein the action comprises at least informing a computing device user of the comparison or a consequence of the comparison~~.

57. (Canceled)

58. (Currently Amended) An apparatus comprising a ~~processing~~ processor configured to:

provide digital data ~~having a title signal~~, wherein the digital data includes a digital watermark[[ing]] ~~is carried in the digital data through alterations to data representing the digital data~~ comprising a first indicator, and wherein a personal computing device associated with the processor includes a second indicator;

detect the first indicator ~~title signal in the data~~;

compare the first indicator ~~title signal~~ to a second indicator ~~player signal stored in, or available from, a personal computing device~~; and

perform an action based upon the comparison, wherein the <u>second indicator</u> ~~player signal~~ expires after a predetermined time such that it is no longer useful for comparison to the <u>first indicator</u> ~~title signal~~.

59. (Currently Amended) A computer readable medium having instructions stored thereon, the instructions comprising:

instructions to provide digital data ~~having a title signal~~, wherein <u>the digital data</u> <u>includes</u> a digital watermark[[ing]] ~~is carried in the digital data through alterations to data representing the digital data~~ <u>comprising a first indicator, and wherein a personal computing device includes a second indicator</u>;

instructions to detect the <u>first indicator</u> ~~title signal in the data~~;

instructions to compare the <u>first indicator</u> ~~title signal~~ to a <u>second indicator</u> ~~player signal stored in, or available from, a personal computing device~~; and

instructions to perform an action based upon the comparison, wherein the <u>second indicator</u> ~~player signal~~ expires after a predetermined time such that it is no longer useful for comparison to the <u>first indicator</u> ~~title signal~~.

60. (New) An apparatus comprising:

a player device configured to:

receive digital data via a communications connection, wherein the digital data includes a digital watermark comprising a first indicator, and wherein the digital player includes a second indicator;

detect the first indicator;

compare the first indicator to the second indicator; and

perform an action based on the comparison.

61. (New) A tangible computer readable medium having instructions stored thereon, the instructions comprising:

instructions to provide a computer readable set of instructions, wherein the computer readable set of instructions includes a digital watermark and wherein a digital player includes a second indicator;

instructions to detect the first indicator;

instructions to compare the first indicator to a second indicator; and

instructions to perform an action based upon the comparison.

62. (New) The method of claim 1, wherein detecting the first indicator comprises decrypting the digital watermark using the second indicator.

63. (New) The tangible computer readable medium of claim 53, wherein detecting the first indicator comprises decrypting the digital watermark using the second indicator.

64. (New) The apparatus of claim 60, wherein detecting the first indicator comprises decrypting the digital watermark using the second indicator.